## **ABSTRACT**

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A lamp assembly 10 has a light source 12 having two sealed electrodes 14, 16, sealed in a seal area 17 and defining a lamp axis 18. A concave shell 20 has an internal surface 22 with a reflective surface 23 formed thereon. The concave shell 20 has a neck 24 defining a neck cavity 26 and a reflector axis 28. The neck 24 is provided with an electrical connection 30 and a mechanical support for the light source12. The shell 20 surrounds the source 12 to reflect light from the source 12 to a field to be illuminated during lamp operation. The source 12 and the reflector surface 23 are oriented with the lamp axis 18 substantially co-axial with the reflector axis 28, and at least a portion of at least one of the electrodes, for example, 14, extends into the neck cavity 26. A zone 32 is formed in the neck cavity 26 for substantially redirecting specular reflection away from the seal area.